United States Patent [19]

Murphy

[11] Patent Number: 5,305,195

[45] Date of Patent: Apr. 19, 1994

[54] INTERACTIVE ADVERTISING SYSTEM FOR ON-LINE TERMINALS

[75] Inventor: Arthur J. Murphy, Northridge, Calif.

[73] Assignee: Gerald Singer, Torrance, Calif. ; a part interest

[21] Appl. No.: 856,250

[22] Filed: Mar. 25, 1992

[51] Int. Cl.⁵ G06F 15/21
[52] U.S. Cl. 364/401; 235/375
[58] Field of Search 364/400, 401, 402, 405, 364/407, 410; 235/375, 381, 380

[56] References Cited

U.S. PATENT DOCUMENTS

Re. 32,115	4/1986	Lockwood et al.	235/381
4,672,554	6/1987	Ogaki	364/410
4,973,952	11/1990	Malec et al.	364/400
5,091,713	2/1992	Horne et al.	235/381

FOREIGN PATENT DOCUMENTS

57-3167	1/1982	Japan	.
3-204259	9/1991	Japan	.

OTHER PUBLICATIONS

"The Handbook", Prodigy Interactive Personal Service, pp. 2–5 and 5–1 to 5–4, 1990.

Primary Examiner—Robert A. Weinhardt
Attorney, Agent, or Firm—Singer & Singer

[57] ABSTRACT

There is disclosed a new system for providing advertising information into an interactive system having a plurality of remotely located terminals. Each terminal includes a video display unit, logic and a video storage medium such as a hard disc in addition to the normal functions of the interactive system of which an ATM is an example. A remote centrally located commercial computer capable of transmitting digitized signals representing commercial offerings and compressed digitized video signals for display on the video unit communicates with each of the remotely located terminals. The compressed digitized video signals are stored on the hard disc of each terminal for display on the video unit at times determined by the use of the terminal. The user selects the services or goods offered by the terminal in the conventional manner. During the waiting time inherent in the operation of the terminal a high quality video advertising message is displayed on the video unit from the hard disc. The message will last for less then 15 seconds and the user selected function will continue at the conclusion of the message. The advertising message will be changed, updated and varied directly from the central computer.

24 Claims, 3 Drawing Sheets